

Minutes Harwich Golf Committee

May 23, 2017 Griffin Room Harwich Town Hall

Meeting Called To Order At 4:00PM

Present: Clem Smith, Martha Duffy, Tom Johnson, Bob Kingsbury, John Wheeler, and Jeff Williams

Absent: John Crook

Invited Guest: Roman Greer

Public Present: John Connolly, Carol Fuller, Carol Mead

Mr. Smith opens by thanking Jack Connolly for helping coordinate the men's group to help pass the bond/warrant articles.

Thank you to outgoing Selectman Angelo LaMantia for being a liason to the Golf Committee for the past eight years.

Consent Agenda:

April minutes not approved because more time was needed for review. Will be addressed at next meeting.

Directors Report:

- Mr. Greer gave a report from the Superintendent.
- Greens verti-cut and rolling faster. Bunker refurbishment is next.
- Tree work, cart paths, forward tee boxes and driving range mat work all complete.
- Audubon International about 50% complete.
- Working with Bob Miller to create vision for teaching area. New shed and mat installed
- Main controller for irrigation system contract being drawn up. Will be off-season project. Replace master controller and re-pack the pumps.
- Membership update: Gain in 2017 from 2016. Have 22 new Young Adult memberships.
- Marketing Summary: OnTarget program is six times (6x) ahead of the benchmark (direct email to Cape Cod residents who golf).
- Facebook Marketing: CV is getting high (5-star) reviews. People valuing reviews of courses when thinking about where to golf. Great engagement from 55+ crowd.

- Our open rate on our Facebook page is 12.6% (vs. 8% avg.) and click rate 2.1% (vs. 1% avg).
- Most clicks on headers, kids photos, course photos and instruction.
- Tournament schedule thins out after Memorial Day to allow for more member and guest play.
- New CV App just released within the last week. Already have 170 downloads.
- Loyalty program in app allows for a free twilight round or range tokens when certain thresholds met
- App allows for GPS on each hole, pro tips to play the holes, online scorecard, food ordering from the Hot Stove and more.
- Course designer Mark Mungeon will be coming in to consult about more forward tees. Forward tees will be open mid-June. Gold tee markers will be on forward tees and also where the red tees sit on the other holes.
- Walkers will be offered sand bottles to fill divots.
- Clock, bench and yardage signs will be located on the practice tee each day

Old Business:

- Mr. Johnson reports on Salute Military Golf Association (SMGA) tournament. Numbers ended up being 19 SMGA vets and 53 CV members who played. There were 22 donors.
- One person donated all the steak tips and another donated all the fish for the lunch.
- Monomoy sent four kids from the Select Choir to sing National Anthem. Many people touched by the emotion of the day.
- Mr. Johnson would like thank you notes sent out to donors, etc.
- Mr. Johnson read a thank you email from Jerry Shanahan the coordinator from the SMGA
- One CV member paid to send three SMGA vets to Ireland and Scotland to play golf this Fall.
- Event was a break-even event. Would like to raise money for a lesson program (set of 6 lessons) for returning vets who would like to learn how to play golf.
- Ms. Duffy mentioned some people thought \$50 of every \$75 was going to the SMGA. Mr. Greer clarified that the \$50 was to sponsor a vet to play golf and participate in the day.
- The “Corner of Honor” was a big hit with all the vets who lined up to sign into the guest book
- Question was asked about getting a “handicap” golf cart like The Captains Course has. Mr. Greer mentioned that was paid for by Spaulding Rehab that runs a program at The Captains.
- Mr. Williams reported on a pace of play initiative.

- Objective is to encourage more thoughtful and faster play. Forward tees, fairway tees and a hard pace of play card to be handed out will all help.
- There will be a survey on the back of the pace of play card with a survey for players to fill out and be entered into a monthly drawing for a free round of golf.
- Starters will soon have an iPad that will allow players to text the starter if there is a pace of play issue or an emergency on the course.
- Ms. Duffy mentioned the 5 hour rounds from the previous weekend due to the slow play of guest groups. Mr. Greer mentioned that a full staff of rangers begins on Memorial Day weekend and they will be able to better monitor pace of play.
- Ms. Duffy reported as well on the Audubon status. Expects this to be delayed until after the start of the new cart barn.
- **New Business:**
- Mr. Smith surprised by small turnout to vote, but happy the vote was in our favor.
- Cape Cod Times did not clarify previous news story like they mentioned they would
- Mr. Greer mentioned the start of the revitalization fund last year was critical to getting this article passed.
- Mr. Smith discussed the warrant article timetable. He and Mr. Greer went to a meeting with the Conservation Committee and the plans were endorsed.
- Mr. Smith thanked the work of Town Engineer Bob Cafarelli.
- Mr. Smith referenced the National Joint Powers Alliance which we will work with. This consortium works with municipalities nationwide to get the lowest possible figure on a building procurement.
- In the next month, Mr. Smith said they will try to break the project down into its various components, what to expect in terms of RFPs and the cart barn itself.
- Timetable for RFPs is June and July and accepted in August
- Mr. Johnson would like the Town Administrator or Town Finance Director to be invited to the next meeting to discuss the bond issue
- Mr. Kingsbury mentions that a “building sub-committee” should be considered at this point. He mentions the sub-committee that was formed previously for the feasibility study were carefully chosen because of their expertise in their careers. He believes they would be interested in serving again if asked.

- Mr. Johnson wants the Golf Committee to set its own schedule to get a sub-committee formed. Mr. Greer mentioned the Town Administrator and Town Engineer are officially running the project.
- Mr. Smith wants to wait until June meeting with Town Administrator before making any decisions regarding sub-committee.
- Mr. Johnson would like to find out if previous sub-committee was disbanded and why.
- Mr. Kingsbury described the duties of the previous sub-committee and what they did for the feasibility study.
- Town Administrator chose to share responsibilities of Clerk of Works between Bob Cafarelli and Sean Libby
- Mr. Kingsbury disappointed that an outsider not chosen to best cover the interests of the Committee
- Land use policy was discussed - first reading. Cranberry Valley Golf Course property was originally donated to the Town of Harwich as well as additional property. This gift was to promote game of golf and additional recreational opportunities.
- There still remains a small amount of land for additional development.
- Historically, a large portion of land was turned over to the town and turned into the Pine Oaks housing development. The golf operation received nothing in exchange for the property in terms of benefits
- The following is proposed: Any additional land use or development under the oversight of the Director of Golf in concert with the "Golf Committee" will make use of this land to promote the "game of golf" and provide additional constructions that help to grow and promote the operation of the CVGC.
- There are 212 parcels of land in Harwich available to build housing on.
- There is need to find out of the donated land use for golf only is in writing somewhere
- Committee elections: the Chair has asked Mr. Williams to contact each committee member to see if there is interest in the two open elected positions of Chair and Vice Chair. A slate of nominees will be presented at the next meeting for a vote.

Respectfully submitted,

Mike Serijan

Motion to adjourn at 5:57pm – Mr. Smith, seconded by Ms. Duffy. In favor (6-0)